

The Honorable Ricardo S. Martinez

UNITED STATES DISTRICT COURT  
WESTERN DISTRICT OF WASHINGTON  
AT SEATTLE

AMAZON.COM, INC., a Delaware corporation,

Plaintiff,

v.

ROY ORON, an individual; FIRST  
IMPRESSION INTERACTIVE, INC., an  
Illinois corporation; and JOHN DOES 1–10,

Defendants.

No. 2:19-cv-00523-RSM

STIPULATED<sup>1</sup> PROTECTIVE  
ORDER

1. PURPOSES AND LIMITATIONS

Discovery in this action is likely to involve production of confidential, proprietary, or private information for which special protection may be warranted. Accordingly, the parties hereby stipulate to and petition the court to enter the following Stipulated Protective Order. The parties acknowledge that this agreement is consistent with LCR 26(c). It does not confer blanket protection on all disclosures or responses to discovery, the protection it affords from public disclosure and use extends only to the limited information or items that are entitled to confidential

<sup>1</sup> Counsel for Mr. Oron was provided a copy of the Proposed Stipulated Protective Order prior to filing. Mr. Oron maintains his position that he will not participate in this litigation until after his motion to dismiss (Dkt. #27) is decided by the Court.

1 treatment under the applicable legal principles, and it does not presumptively entitle parties to  
2 file confidential information under seal.

3 2. “CONFIDENTIAL” MATERIAL

4 “Confidential” material shall include the following documents and tangible things  
5 produced or otherwise exchanged: personally identifiable information of a designating party’s  
6 customers; and sensitive financial account information of the designating party, such as account  
7 numbers and account statements.

8 3. SCOPE

9 The protections conferred by this agreement cover not only confidential material (as  
10 defined above), but also (1) any information copied or extracted from confidential material; (2)  
11 all copies, excerpts, summaries, or compilations of confidential material; and (3) any testimony,  
12 conversations, or presentations by parties or their counsel that might reveal confidential material.

13 However, the protections conferred by this agreement do not cover information that is in  
14 the public domain or becomes part of the public domain through trial or otherwise.

15 4. ACCESS TO AND USE OF CONFIDENTIAL MATERIAL

16 4.1 Basic Principles. A receiving party may use confidential material that is disclosed  
17 or produced by another party or by a non-party in connection with this case only for prosecuting,  
18 defending, or attempting to settle this litigation. Confidential material may be disclosed only to  
19 the categories of persons and under the conditions described in this agreement. Confidential  
20 material must be stored and maintained by a receiving party at a location and in a secure manner  
21 that ensures that access is limited to the persons authorized under this agreement.

22 4.2 Disclosure of “CONFIDENTIAL” Information or Items. Unless otherwise  
23 ordered by the court or permitted in writing by the designating party, a receiving party may  
24 disclose any confidential material only to:

25 (a) the receiving party’s counsel of record in this action, as well as employees  
26 of counsel to whom it is reasonably necessary to disclose the information for this litigation;  
27

1 (b) the officers, directors, and employees (including in house counsel) of the  
2 receiving party to whom disclosure is reasonably necessary for this litigation, unless the parties  
3 agree that a particular document or material produced is for Attorney's Eyes Only and is so  
4 designated;

5 (c) experts and consultants to whom disclosure is reasonably necessary for  
6 this litigation and who have signed the "Acknowledgment and Agreement to Be Bound" (Exhibit  
7 A);

8 (d) the court, court personnel, and court reporters and their staff;

9 (e) copy or imaging services retained by counsel to assist in the duplication  
10 of confidential material, provided that counsel for the party retaining the copy or imaging service  
11 instructs the service not to disclose any confidential material to third parties and to immediately  
12 return all originals and copies of any confidential material;

13 (f) during their depositions, witnesses in the action to whom disclosure is  
14 reasonably necessary, unless otherwise agreed by the designating party or ordered by the court.  
15 Pages of transcribed deposition testimony or exhibits to depositions that reveal confidential  
16 material must be separately bound by the court reporter and may not be disclosed to anyone  
17 except as permitted under this agreement;

18 (g) the author or recipient of a document containing the information or a  
19 custodian or other person who otherwise possessed or knew the information.

20 4.3 Filing Confidential Material. Before filing confidential material or discussing or  
21 referencing such material in court filings, the filing party shall confer with the designating party,  
22 in accordance with Local Civil Rule 5(g)(3)(A), to determine whether the designating party will  
23 remove the confidential designation, whether the document can be redacted, or whether a motion  
24 to seal or stipulation and proposed order is warranted. During the meet and confer process, the  
25 designating party must identify the basis for sealing the specific confidential information at issue,  
26 and the filing party shall include this basis in its motion to seal, along with any objection to  
27

1 sealing the information at issue. Local Civil Rule 5(g) sets forth the procedures that must be  
2 followed and the standards that will be applied when a party seeks permission from the court to  
3 file material under seal. A party who seeks to maintain the confidentiality of its information must  
4 satisfy the requirements of Local Civil Rule 5(g)(3)(B), even if it is not the party filing the motion  
5 to seal. Failure to satisfy this requirement will result in the motion to seal being denied, in  
6 accordance with the strong presumption of public access to the Court's files.

7 5. DESIGNATING PROTECTED MATERIAL

8 5.1 Exercise of Restraint and Care in Designating Material for Protection. Each party  
9 or non-party that designates information or items for protection under this agreement must take  
10 care to limit any such designation to specific material that qualifies under the appropriate  
11 standards. The designating party must designate for protection only those parts of material,  
12 documents, items, or oral or written communications that qualify, so that other portions of the  
13 material, documents, items, or communications for which protection is not warranted are not  
14 swept unjustifiably within the ambit of this agreement.

15 Mass, indiscriminate, or routinized designations are prohibited. Designations that are  
16 shown to be clearly unjustified or that have been made for an improper purpose (*e.g.*, to  
17 unnecessarily encumber or delay the case development process or to impose unnecessary  
18 expenses and burdens on other parties) expose the designating party to sanctions.

19 If it comes to a designating party's attention that information or items that it designated  
20 for protection do not qualify for protection, the designating party must promptly notify all other  
21 parties that it is withdrawing the mistaken designation.

22 5.2 Manner and Timing of Designations. Except as otherwise provided in this  
23 agreement (see, *e.g.*, second paragraph of section 5.2(a) below), or as otherwise stipulated or  
24 ordered, disclosure or discovery material that qualifies for protection under this agreement must  
25 be clearly so designated before or when the material is disclosed or produced.

1 (a) Information in documentary form: (e.g., paper or electronic documents  
2 and deposition exhibits, but excluding transcripts of depositions or other pretrial or trial  
3 proceedings), the designating party must affix the word “CONFIDENTIAL” to each page that  
4 contains confidential material. If only a portion or portions of the material on a page qualifies for  
5 protection, the producing party also must clearly identify the protected portion(s) (e.g., by making  
6 appropriate markings in the margins).

7 (b) Testimony given in deposition or in other pretrial proceedings: the parties  
8 and any participating non-parties must identify on the record, during the deposition or other  
9 pretrial proceeding, all protected testimony, without prejudice to their right to so designate other  
10 testimony after reviewing the transcript. Any party or non-party may, within fifteen days after  
11 receiving the transcript of the deposition or other pretrial proceeding, designate portions of the  
12 transcript, or exhibits thereto, as confidential. If a party or non-party desires to protect  
13 confidential information at trial, the issue should be addressed during the pre-trial conference.

14 (c) Other tangible items: the producing party must affix in a prominent place  
15 on the exterior of the container or containers in which the information or item is stored the word  
16 “CONFIDENTIAL.” If only a portion or portions of the information or item warrant protection,  
17 the producing party, to the extent practicable, shall identify the protected portion(s).

18 5.3 Inadvertent Failures to Designate. If timely corrected, an inadvertent failure to  
19 designate qualified information or items does not, standing alone, waive the designating party’s  
20 right to secure protection under this agreement for such material. Upon timely correction of a  
21 designation, the receiving party must make reasonable efforts to ensure that the material is treated  
22 in accordance with the provisions of this agreement.

## 23 6. CHALLENGING CONFIDENTIALITY DESIGNATIONS

24 6.1 Timing of Challenges. Any party or non-party may challenge a designation of  
25 confidentiality at any time. Unless a prompt challenge to a designating party’s confidentiality  
26 designation is necessary to avoid foreseeable, substantial unfairness, unnecessary economic  
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1 burdens, or a significant disruption or delay of the litigation, a party does not waive its right to  
2 challenge a confidentiality designation by electing not to mount a challenge promptly after the  
3 original designation is disclosed.

4 6.2 Meet and Confer. The parties must make every attempt to resolve any dispute  
5 regarding confidential designations without court involvement. Any motion regarding  
6 confidential designations or for a protective order must include a certification, in the motion or  
7 in a declaration or affidavit, that the movant has engaged in a good faith meet and confer  
8 conference with other affected parties in an effort to resolve the dispute without court action. The  
9 certification must list the date, manner, and participants to the conference. A good faith effort to  
10 confer requires a face-to-face meeting or a telephone conference.

11 6.3 Judicial Intervention. If the parties cannot resolve a challenge without court  
12 intervention, the designating party may file and serve a motion to retain confidentiality under  
13 Local Civil Rule 7 (and in compliance with Local Civil Rule 5(g), if applicable). The burden of  
14 persuasion in any such motion shall be on the designating party. Frivolous challenges, and those  
15 made for an improper purpose (*e.g.*, to harass or impose unnecessary expenses and burdens on  
16 other parties) may expose the challenging party to sanctions. All parties shall continue to  
17 maintain the material in question as confidential until the court rules on the challenge.

18 7. PROTECTED MATERIAL SUBPOENAED OR ORDERED PRODUCED IN OTHER  
19 LITIGATION

20 If a party is served with a subpoena or a court order issued in other litigation that compels  
21 disclosure of any information or items designated in this action as “CONFIDENTIAL,” that party  
22 must:

23 (a) promptly notify the designating party in writing and include a copy of the  
24 subpoena or court order;

1 (b) promptly notify in writing the party who caused the subpoena or order to  
2 issue in the other litigation that some or all of the material covered by the subpoena or order is  
3 subject to this agreement. Such notification shall include a copy of this agreement; and

4 (c) cooperate with respect to all reasonable procedures sought to be pursued  
5 by the designating party whose confidential material may be affected.

6 8. UNAUTHORIZED DISCLOSURE OF PROTECTED MATERIAL

7 If a receiving party learns that, by inadvertence or otherwise, it has disclosed confidential  
8 material to any person or in any circumstance not authorized under this agreement, the receiving  
9 party must immediately (a) notify in writing the designating party of the unauthorized  
10 disclosures, (b) use its best efforts to retrieve all unauthorized copies of the protected material,  
11 (c) inform the person or persons to whom unauthorized disclosures were made of all the terms of  
12 this agreement, and (d) request that such person or persons execute the "Acknowledgment and  
13 Agreement to Be Bound" that is attached hereto as Exhibit A.

14 9. INADVERTENT PRODUCTION OF PRIVILEGED OR OTHERWISE PROTECTED  
15 MATERIAL

16 When a producing party gives notice to receiving parties that certain inadvertently  
17 produced material is subject to a claim of privilege or other protection, the obligations of the  
18 receiving parties are those set forth in Federal Rule of Civil Procedure 26(b)(5)(B). This  
19 provision is not intended to modify whatever procedure may be established in an e-discovery  
20 order or agreement that provides for production without prior privilege review. The parties agree  
21 to the entry of a non-waiver order under Fed. R. Evid. 502(d) as set forth herein.

22 10. NON TERMINATION AND RETURN OF DOCUMENTS

23 Within 60 days after the termination of this action, including all appeals, each receiving  
24 party must destroy all confidential material, including all copies, extracts and summaries thereof.  
25 Alternatively, the parties may agree upon appropriate methods of destruction.

1 Notwithstanding this provision, counsel are entitled to retain one archival copy of all  
2 documents filed with the court, trial, deposition, and hearing transcripts, correspondence,  
3 deposition and trial exhibits, expert reports, attorney work product, and consultant and expert  
4 work product, even if such materials contain confidential material.

5 The confidentiality obligations imposed by this agreement shall remain in effect until a  
6 designating party agrees otherwise in writing or a court orders otherwise.

7  
8 IT IS SO STIPULATED, THROUGH COUNSEL OF RECORD.

9  
10 DATED this 23rd day of July, 2019.

11 DAVIS WRIGHT TREMAINE LLP

12 By s/ Bonnie E. MacNaughton  
13 Bonnie E. MacNaughton, WSBA #36110  
14 James H. Wendell, WSBA #46489  
15 Sara A. Fairchild, WSBA #54419  
16 920 Fifth Avenue, Suite 3300  
17 Seattle, WA 98104-1610  
18 Phone: (206) 622-3150  
19 Fax: (206) 757-7700  
20 Email: bonniemacnaughton@dwt.com  
21 jamiewendell@dwt.com  
22 sarafairchild@dwt.com

23 *Attorneys for Plaintiff Amazon.com, Inc.*



1 BYRNES KELLER CROMWELL LLP

2 By s/ Jofrey M. McWilliam  
3 Bradley S. Keller, WSBA #10665  
4 Jofrey M. McWilliam, WSBA #28441  
5 1000 Second Avenue, 38<sup>th</sup> Floor  
6 Seattle, WA 98104  
7 Phone: 206-622-2000  
8 Fax: 206-622-2522  
9 Email: bkeller@byrneskeller.com  
10 jmcwilliam@byrneskeller.com

11 ARONBERG GOLDGEHN DAVIS &  
12 GARMISA

13 By s/ Nathan H. Lichtenstein  
14 Nathan H. Lichtenstein (admitted *pro hac*  
15 *vice*)  
16 330 North Wabash Avenue, Suite 1700  
17 Chicago, IL 60611  
18 Phone: 312-828-9600  
19 Email: nlichtenstein@agdglaw.com

20 *Attorneys for Defendant First Impression*  
21 *Interactive, Inc.*

22 PURSUANT TO STIPULATION, IT IS SO ORDERED

23 IT IS FURTHER ORDERED that pursuant to Fed. R. Evid. 502(d), the production of any  
24 documents in this proceeding shall not, for the purposes of this proceeding or any other federal  
25 or state proceeding, constitute a waiver by the producing party of any privilege applicable to  
26 those documents, including the attorney-client privilege, attorney work-product protection, or  
27 any other privilege or protection recognized by law.

DATED: July 24, 2019

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29 RICARDO S. MARTINEZ  
30 CHIEF UNITED STATES DISTRICT JUDGE

1  
2 EXHIBIT A

3 ACKNOWLEDGMENT AND AGREEMENT TO BE BOUND

4 I, \_\_\_\_\_ [print or type full name], of  
5 \_\_\_\_\_ [print or type full address], declare under penalty  
6 of perjury that I have read in its entirety and understand the Stipulated Protective Order that was  
7 issued by the United States District Court for the Western District of Washington in the case of  
8 *Amazon.com, Inc. v. Roy Oron, First Impression Interactive, Inc. and John Does 1-10*, Case No.  
9 2:19-cv-00523-RSM. I agree to comply with and to be bound by all the terms of this Stipulated  
10 Protective Order and I understand and acknowledge that failure to so comply could expose me  
11 to sanctions and punishment in the nature of contempt. I solemnly promise that I will not disclose  
12 in any manner any information or item that is subject to this Stipulated Protective Order to any  
13 person or entity except in strict compliance with the provisions of this Order.

14 I further agree to submit to the jurisdiction of the United States District Court for the  
15 Western District of Washington for the purpose of enforcing the terms of this Stipulated  
16 Protective Order, even if such enforcement proceedings occur after termination of this action.

17 Date: \_\_\_\_\_

18 City and State where sworn and signed: \_\_\_\_\_

19 Printed name: \_\_\_\_\_

20 Signature: \_\_\_\_\_  
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